

WHAT IS CLAIMED IS:

1. A system for facilitating the matching of at least one promotion with at least one user, the system comprising:

a merchant management module configured to manage at least one promotion that corresponds to at least one of a plurality of merchants;

a user module configured to manage preferences; and

a transaction module configured to present information about the at least one promotion to one the at least one user wherein the promotion relates to preferences that correspond to the user.

2. The system of Claim 1, wherein the merchant module is further configured to:

register a plurality of merchants;

collect promotion program information; and

track merchant billing information.

3. The system of Claim 1, wherein the user module is further configured to:

process a user query to determine user interest;

select promotions that relate to the user interest; and

present an electronic document that includes information about the selected promotions.

4. The system of Claim 3, wherein the user module is further configured to process purchase transaction information relating to at least one of the selected transactions.

5. The system of Claim 1, wherein the user module is configured to register a plurality of users.

6. The system of Claim 1, wherein the user module is configured to present the user with access to a user transaction manager tool, wherein the user transaction manager tool is configured to:

process a user query to determine user interest;

select promotions that relate to the user interest; and

present an electronic document that includes information about the selected promotions.

7. A method for managing a plurality of custom-selected promotions, the method comprising:

requesting a plurality of promotions relating to a plurality of merchants;  
submitting user information relating to at least one user;  
receiving a set of promotions, wherein the set corresponds to at least a subset of the user information and at least one of the plurality of merchants; and  
selecting at least one of the set of promotions.

8. A method for managing promotions, the method comprising:

receiving a plurality of promotions relating to a plurality of merchants;  
receiving user information relating to a plurality of users;  
matching at least one of the plurality of promotions to at least one of the plurality of users based at least upon a portion of the plurality of user information; and  
presenting to the at least one of the plurality of users information in a promotion document about the at least one of the plurality of promotions.

9. The method of Claim 8, wherein the promotion document includes an interactive coupon.

10. The method of Claim 8, wherein the promotion document includes an advertisement audio and video commercial.

11. The method of Claim 8, wherein the user information includes at least one of a designated activity, a designated location, a range of dates, a desired good and a desired service.